

Enhanced Seller Engagement for an Online Retail Marketplace



CLIENT OVERVIEW:

The client, one of the top three online marketplaces, provides a dynamic platform for sellers. With about 90 million monthly visitors, the client is known for its wide assortment of products, competitive product pricing, and customer service.

PROBLEM

The client needed help providing support to the sellers - from assistance to new sellers to troubleshooting, optimizing the platform features, and managing business operations. Some of the challenges the client faced were:

- Managing and resolving seller concerns are the primary challenges. Any unresolved issue would affect our client in multiple ways, such as the following:
 - Inappropriate enlistment of products
 - Slow movement of products
 - Poor product discoverability
 - Incorrect product pricing
 - Poor user experience

This led to frustrated sellers and a loss of revenue.

SOLUTION

Lumina Datamatics leveraged its expertise to provide a robust solution to support the sellers on the client platform. Following are some of the significant features of the solution:

- A team of dedicated relationship managers with experience in the marketplace environment
- Categorization of seller issues by severity/priority to enable quick resolution
- Skill enhancement of personnel through periodic training on system requirements, compliance, and the process
- Defining workflow and timeline according to the criticality of the issues

RESULT

The support solution of Lumina Datamatics helped the client in:

- Building a stronger relationship with the sellers
- Getting the sellers to engage more with the site
- Maintaining both the site experience and the ease of product discoverability
- Preventing loss in revenue due to seller dropout

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.